

Case Study



Mercedes-Benz Direct



Client Details

Sector:	Motor Industry						
Skills Delivery:	Management – More Advanced Management Skills						
Client:	Mercedes-Benz Direct was founded in December 2000 to offer the best choice of affordable used Mercedes in the UK, direct from the manufacturer. There are centres across the UK offering between 100 and 200 cars from 6 months to 6 years old.						
Background:	Mercedes-Benz Direct was looking for advanced management training for a number of its Principal Dealers who run the centres. These are in effect Managing Directors occupying very senior positions within the organisation. Despite their seniority there were inconsistencies in the level of formal and structured management training they had received.						
Brief:	<ul style="list-style-type: none">• Provide advanced management training for senior level directors many of whom have non automotive backgrounds in areas such as law and the military.• Enable the Dealer Principals to fully understand and implement leadership skills such as Communication, Delegation and Motivation• Encourage Dealer Principals to explore different management thinking styles to see which best suits them						
Training:	<p>In-house, on-site training</p> <ul style="list-style-type: none">• Programme covered:• Awareness of the qualities of good leadership• Knowledge of different leadership styles• Motivational skills <p>Analysis of thinking styles such as visual, auditory and Kinetic</p>						
Feedback:	<p>"This has given me a more structured approach, will help me motivate my team and help them become self dependant" - Alan</p> <p>"I've learnt that it is necessary to find out how my staff want to be managed. I will now give more praise and motivate better" - Nigel</p> <p>"It's made me realise the importance of reviewing my team's strengths and weaknesses" - John</p>						
Client quote:	<p>"Having discussed the training needs of our Dealer Principals with PTP's Managing Director Marc Holland I was delighted at the resulting course with our trainer Alec Fitzsimons. The subject matter was extremely stimulating and Alec's course leadership was exceptional."</p> <p>Stephen Bell, Mercedes-Benz Direct, Training Manager</p>						
Other clients within the Motor industry:	<table><tr><td>Ford</td><td>Saab</td></tr><tr><td>Volvo</td><td>Lotus Cars</td></tr><tr><td>DAF</td><td>LDV</td></tr></table>	Ford	Saab	Volvo	Lotus Cars	DAF	LDV
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